

# **AGTOURISM / DIRECT MARKETING WORK GROUP MEETING**

## **AGENDA**

April 11, 2006

UCCE Auditorium, San Luis Obispo

1. Introductions/Announcements – Michael Isensee
2. Approval of Minutes: March 30 meeting – Mike Isensee
3. Presentation: Health Code overview – Steve Carnes, County Env. Health Department
4. Presentation: Winery Standards: development process and thoughts from our Ag Commissioner – Bob Lilley, County Ag Commissioner
5. Presentation: Second Draft: Committee #4 SALES
6. Presentation: First Draft: Committee #2 RECREATION ACTIVITIES/EVENTS
7. Presentation: First Draft: Committee #3 TEMP./SPECIAL EVENTS

Meeting Schedule: all 6:30pm to 9:00pm

Tuesday	April 11	@ SLO
Thursday	April 27	@ Templeton
THURSDAY	May 11	@ Templeton
Thursday	May 25	@ SLO
Tuesday	June 13	@ Templeton
Thursday	June 29	@ Templeton
Tuesday	July 11	@ SLO

## **HOMEWORK ASSIGNMENTS FOR APRIL 27 MEETING:**

- Review Final Draft from Committee #4: SALES
- Review Draft #2 from Committees # 2-3: ACTIVITIES/EVENTS
- Review Draft # 1 from Committees # 6-7: LODGING

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